A

STUDY ON

USE OF BUSINESS ANALYTICS FOR INCREASING SALES

AT

ASIAN PAINTS

SUBMITTED BY

M.VISHNU

H. T. No 1302-20-672-090

Project submitted in partial fulfillment for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

Department of Business Administration

Aurora's PG College (MBA) Ramanthapur

(Affiliated to Osmania University)

2020-2022

DECLARATION

I hereby declare that this Project Report titled "**A STUDY ON USE OF BUSINESS ANALYTICS FOR INCREASING SALES AT ASIAN PAINTS"** submitted by me to the Department of Business Management, O.U., Hyderabad, is a bonafide work undertaken by me and it is not submitted to any other University or Institution for the award of any degree diploma / certificate or published any time before.

M.Vishnu Signature of the Student

Aurora’s PG College (MBA)

Ganesh Nagar, Ramanthapur, Hyderabad- 50013, Ph: 040-27030787
(Affiliated to Osmania University)

CERTIFICATE

This is to certify that the Project Report entitled “**A STUDY BUSINESS ANALYSTICS FOR INCREASING SALES IN ASIAN PAINTS'' submitted** in partial fulfillment for the award of MBA Programme of Department of Business Management, Aurora’s PG College, Ramanthapur, affiliated to Osmania University, Hyderabad, was carried out by **M. VISHNU H.T. No.(1302-20-672-090)** under our guidance. This has not been submitted any other University or Institution for the award of any degree/diploma/certificate.

Internal Guide Head of the Department Principal

ACKNOWLEDGEMENT

This acknowledgement is a humble attempt to earnestly thank all those who are directly or indirectly involved with my project and were of immense help to me. First of all, I would like to express my sincere thanks to the Principal of my college **Dr. M. MADHAVI** and H.O.D of MBA department**, Dr. CH. SATISH KUMAR** for giving me this opportunity to carry out the project.I acknowledge with greatest courtesy the efforts taken by **Dr.P.SANJAY KUMAR** my internal guide, who took genuine interest in my project and helped me, understand the basic concepts of the project when necessary. I am also thankful to my parents for their support during my project work.

M.VISHNU

ABSTRACT

The research is a study which aims to analyze the role of Business analysis in the Paint industry. Business intelligence has enabled the industry to open up efficient delivery channels. BI has helped the Paint industry to deal with the challenges the new economy poses. Business intelligence is also changing the supervisory and regulatory landscape. It is creating new tools for supervisors and new supervisory challenges. Business intelligence issues such as privacy and the nature of electronic communications have reached the forefront of the policy agenda. More than most other industries, financial institutions rely on gathering, processing, analyzing, and providing information in order to meet the needs of customers. Given the importance of Business analysis in Sales, it is not surprising that Asian Paint were among the earliest adopters of automated information processing Business analysis.
Key words: Business analysis, Business intelligence, risk Analyst, Destitution analysis.

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CHAPTER-I
INTRODUCTION

Introduction:

First, let’s define precisely what Business Analysis is. In our experience, it’s the establishment of tasks, procedures and techniques that enable

stakeholders to understand the structure, policies and operations of an organisation. Business Analysis also involves recommending solutions that enable an organisation to adapt to change and achieve its goals. With technology and data insight playing an increasingly important part in this process, and as more and more companies seek to create a data-driven culture, it's important for you to have a Business Analyst as part of your software projects can be traced back to poor requirements, with around 40% of the effort in an average software project spent fixing errors. Not only is this expensive and time consuming, it can also lead to the proposed benefits not being realised by the business, financial losses, wasted time and effort, plus disillusionment. By consulting a Business Analyst at the very start of a project, organisations can avoid these stumbling blocks and ensure the adoption of a best-practice approach with the following components:

- Clearly defining the scope of your project
- Identifying and building rapport with the key stakeholders
- Assessing the standard ways of doing things
- Creating easily digestible diagrams and process flows
- Dealing with change
- Delivering results.

The stakes involved in delivering successful projects are higher than ever before. Previously, it wasn't uncommon to have manual backup procedures and rules in place to deal with mishaps. But today we are very much dependent on technology, and the data volumes being processed have increased dramatically. If technology shuts down, it isn't always feasible to carry on with business as usual. This can have a significant impact on organisations from both a financial and reputational standpoint, something we see repeatedly played out in the media. The good news is, it's the role of the Business Analyst to have a comprehensive overview across an organisation. This includes people, processes, policies, information systems and the environment. Which means that that they can assess the impact of, and prepare for, any unforeseen changes. With their focus on understanding and preparation, a Business Analyst can develop and implement workable solutions as and when these problems occur.

Many organisations attempt to combine individual roles into a hybrid position. We frequently see Project Managers or Developers being asked to also act as Business Analysts. While this can be tempting for a cash strapped project, it can have some major downsides.

- **The dominant role wins in the end** – there's a danger that the individual starts to focus on the role they prefer or feel most confident in, to the detriment of the other.

- **Two heads are better than one** – when a person performs more than one role, there's a loss in segregation of duties, but it's important to have that segregation and the additional perspective, challenges and confirmation that an independent Business Analyst brings
- **Overload** – when one person takes on too much, both roles suffer.

Business analysis is used **to identify and articulate the need for change in how organizations work, and to facilitate that change**. As business analysts, we identify and define the solutions that will maximize the value delivered by an organization to its stakeholders.

Sales and marketing analytics are essential to **unlocking commercially relevant insights, increasing revenue and profitability, and improving brand perception**. A sales analysis report identifies the actual sales of a company over time. The report shows if sales are increasing or declining.

Sales Trend Analysis

A sales trend analysis focuses on finding patterns from sales data within a specific timeframe. Many retailers use this method to determine micro and macro trends. A micro-trend covers a particular line of product for a week or so, while a macro trend may track a range of goods over the course of months. This method enables management to determine their progress towards sales goals and detect increasing or decreasing product demand.

Sales Performance Analysis

A performance analysis measures the effectiveness of a sales strategy by monitoring a sales team's performance. Aside from tracking sales per rep and other KPIs, this method often requires a financial analysis based on revenue generated from a certain department or period. Analysts can also tailor the report to cover win rates, revenue growth, profit margins, and any other area of interest. This tactic shows sales teams their current performance levels and how it compares to what is expected.

Predictive Sales Analysis

A predictive sales analysis is generated by forecasting software, which uses historical trends to anticipate future risks and opportunities. This enables companies to mitigate threats and prepare teams to capitalize on emerging customer demand.
By utilizing predictive solutions, businesses can improve conversion rates and define opportunities to upsell or cross-sell, promoting sales and revenue.

Sales Pipeline Analysis

Sales pipeline analysis monitors consumers' activities before they finalize a sale or abandon their shopping carts. These reports can generally cover several sales channels or breakdown interactions from a specific source. This

discovers how sales representatives should interact with customers to improve conversion rates and finalize transactions.

NEED FOR THE STUDY

Every Business have carried out a group of active or operation to run their Business in order to make that happen there are certain expense have to bare that lead to outflow of the cash, any business can't survive for long period if the life line of the Business that is cash not flowing in to Business.

So how to get inflow of the Cash into Business, there different way to make it happen but best way to make it happen increase the sale of the product and service of the Business which lead to more inflow of the cash

Other way to fill the short and long team cash requirement for the operation and activity expense have to run the Business that could be filled by long or short team loan as required to Business

In order to Know Which task or Project will be Profitable To carry out now that lead to profit in the future to paid off the debit or loan

To maintain the business revenue model and cash liquidity needed to study which project or operation gone make Profit with liquidity state so that fund can be used in farther Business operation and activity

OBJECTIVES OF THE STUDY:

- To learn how the increase of sales happen in the Business by using the Business analysis
- To Understand How obtain the objective of the business in less cost-effective way with use of Business analysis
- To get to know How to make the process less cost-effective which lead to optimal use of machine and labor force
- To understand distribution channel and flow of stock and study the buying behavior of the Customer
- To understand the supply chain of raw material so that a firm don't lack of raw material for production and how they can solve this problem with the help of Business analysis

SCOPE OF THE STUDY

- The Study is to find how far can the Business analyst useful to Business and to increase the revenue of the Company

- The study covers the how business analysis offered to Increase in Asian Paint to the customers by the use of Business analysis. More specifically latest Business intelligence delivery channels,

- This project is an analytical study based on random sampling to ascertain the usage and satisfaction level and customer attitude towards these channels. The study also gives an idea of rendering secure, Paint Company at a lower cost without compromising with the quality thereby resulting in the widening of customer base

RESEARCH METHODOLOGY:

The study is conducted empirically using both primary and secondary data. Primary data was collected with the help of well-structured questionnaire. Around 100 potential customers were surveyed to understand the brand awareness level of Asian paints in an around

Hyderabad. All the persons interviewed were in the age group above 25 years. It has been deliberately decoded to conduct the survey among this age group because they are the people who are generally looking ahead for the purchase of a four-wheeler. Many of these persons interested are either businessmen or professionals; few of them are corporate managers also. The secondary data is collected from Asian Paints website and by going through their corporate records; brochures and annual reports of the company along with their newsletters were used to substantiate the information. The details about the four-wheeler market are collected from a few specialized magazines like Auto India etc. to get information regarding the organization and products

PRIMARY DATA:

Primary data has been collected through questionnaires. The sample of 1000 has been chosen randomly from in an around Hyderabad, the people residing in an around Hyderabad are considered as the population for the study.

SECONDORY DATA:

Secondary data has been taken from bellow sources: 1. Reports 2. Pamphlets 3. Advertisement 4. Newspapers 5. Internet SAMPLING: - The questionnaire was mostly related to the brand awareness towards Asian Paints on different feature such as the model, price, effectiveness of the brand etc.

SAMPLE SIZE:

The sample size of 1000 is selected randomly. The study requires on in depth survey and keen observation in collecting data regarding the brand awareness levels of Asian Paints

SAMPLING TECHINIQUE:

Only simple random sampling technique is adopted in selection the sample. In this technique, each and every unit of the population has on equal opportunity of being selected in the sample

DATA COLLECTION PROCESS:

Based on need and objectives, types of data required for study and other sources of data are identified.

CHAPTER-II
REVIEW OF LITERATURE
AND
THEORETICAL FRAMEWORK

REVIEW OF LITERATIRE

Knowledge of business process analysis instruments and methods enhance the possibility to quantify process management decisions and to achieve organizations' goals. While the amount of research on business process analysis and evaluation increases, there is a need to outline the intellectual structure of scientific research as embodied in business process scientific literature in order to define the streams of research. The purpose of this paper is to present actionable knowledge of business process performance analysis and evaluation,

based on the framework, integrating business process research domains and levels of analysis. In order to establish a framework, integrating the domains of business process analysis, the research questions were formulated and the analysis of the scientific literature was carried out applying the method of structured

ARTICLES

ARTICLE: 1

TITLE: The Effect of Individual Analytical Orientation and Capabilities on Decision Quality and Regret

AUTHOR: Marcos Paulo Valadares de Oliveira

JOURNAL: International Journal of Business Analytics (IJBAN) Volume 9 • Issue 1 DOI: 10.4018/IJBAN.288510

ABSTRACT: Decision makers are exposed to an increasing amount of information. Algorithms can help people make better data-driven decisions. Previous research has focused on both companies' orientation towards analytics use and the required skills of individual decision makers. However, each individual can make either analytically based or intuitive decisions. The authors investigated the characteristics that influence the likelihood of making analytical decisions, focusing on both analytical orientation and capabilities of individuals. They conducted a survey using 462 business students as proxies for decision makers and used partial least squares path modeling to show that analytical capabilities and analytical orientation influence each other and affect analytical decision-making, thereby impacting decision quality and decision regret. The findings suggest that when implementing business analytics solutions, companies should focus on the development not only of technological capabilities and individuals' skills but also of individuals' analytical orientation.

ARTICLE: 2

TITLE: A market basket analysis of the industry

JOURNAL: Journal of Business Analytics Volume 4, 2021 - Issue 1
DOI: 10.1080/2573234X.2020.1838958

AUTHOR: Hilde Patron

ABSTRACT: Market basket analysis (MBA), or the mining of transactional data to uncover association rules, is a popular methodology used in managerial decision making. MBA is centered around three key parameters: support, confidence, and lift, and the choice of starting values for these parameters can have a significant impact on the results of the analysis. We develop a procedure in *R* around the *Apriority* algorithm to help in identifying lift maximizing rules when the support covers a specified proportion. The procedure facilitates the choice of minimum parameters, eliminates redundancies, and organizes the resulting association rules into actionable formats. When applied to the US auto repair data, we find un-exploited bundling packages that can be added to the scheduled maintenance services of traditional marketing campaigns.

ARTICLE: 3

TITLE: Team Contingent or Sport Native? A Bayesian Analysis of Home Field Advantage in Professional Soccer
DOI: 10.1080/2573234X.2020.1854625

AUTHOR: Duan C. J. Chaojie

JOURNAL: Journal of Business Analytics Volume 4, 2021 - Issue 1

ABSTRACT: Besides confirming the existence of home advantage (HA) in professional sports competition, this work intends to breakdown HA into sub-components and trace the specific sources of HA. Using scoring performance data from ESPN FC, we fit a Bayesian multilevel-nested model to the parameters in our proposed hierarchical model of HA, allowing information obtained from the season level to inform the inferences about scoring capabilities at the upper team, league, and sport levels. Our analysis reveals that much of HA is attributed to the nature of the sport of interest as well as teams playing the sport. The results seem to endorse the view that home advantage is mainly characteristic of the sport and participating teams, while league grouping can be safely ignored as a credible contributing source. Finally, we discuss the implications of our proposed two-source model of HA for future research at the inter-sport level.

ARTICLE: 4

TITLE: The origins of business analytics and implications for the information systems field DOI: 10.1080/2573234X.2019.1693912

AUTHOR: Nik Rushdi Hassan

JOURNAL: Journal of Business Analytics Volume 2, 2019 - Issue 2

ABSTRACT: Like many other disciplines, the information systems (IS) community has embraced big data analytics and data science. However, in the rush to exploit the popularity of this latest trend, the areas of big data analytics and data science that are most relevant to the IS field are not made clear. While many consider data analytics as an evolution of decision support systems (DSS), that is, as a technology that needs to be managed or enhanced, this essay traces the complex origins and philosophy of analytics instead back to Luhn's text analytics in the late 1950s, Naur's Computing as a Human Activity and his datalogy, Tukey's Future of Data Analysis of the 1960s, and Codd's relational database schema in the 1970s, well before big data analytics and data science became industry buzzwords. Many of what is now considered mainstream thinking in big data analytics and data science can be traced back to these visionaries. This essay examines the implications of the complex origins of data analytics and data science for the IS field, specifically on how those different discourses impact future research and practice.

ARTICLE: 5

TITLE: From analytics to artificial intelligence

AUTHOR: Thomas H. Davenport

JOURNAL: Journal of Business Analytics Volume 1, 2018 - Issue 2
DOI: 10.1080/2573234X.2018.1543535

ABSTRACT: Analytics have been employed by companies for several decades, but now many firms are interested in building their capabilities for artificial intelligence (AI). Many AI systems, however, are based on statistics and other forms of analytics. Companies can get a “running start” on AI by building upon their analytical competencies. The focus of this article is how to transition from analytics to AI. Three eras of analytical focus are detailed, with AI portrayed as a fourth era. The types of AI methods that are and are not based on analytics are described. AI applications that build on analytical strengths are discussed. Approaches to assessing analytical capabilities that relate to AI, and the development of an organizational plan and strategy for AI, are also described in brief.

ARTICLE: 6

TITLE: The Business analytics and big data research in information systems

AUTHOR: Christian Janiesch, Barbara Dinter, Patrick Mikalef & Olgerta Tona

JOURNAL: International Journal of Business Analytics (IJBAN) Volume 9 • Issue 1 DOI: 10.1080/2573234X.2022.2069426

ABSTRACT: Business analytics and big data have been at the center of interest for researchers and practitioners for almost a decade now. The methods and processes that comprise business analytics, combined with the rich information that can be extracted from big data have enabled organizations to generate rich insight which is critical to decision making. The scientific inquiry in this interdisciplinary domain has had a long and successful history at the European Conference on Information Systems (ECIS). We provide a synthesis of prominent themes that have appeared during the past

decade within the “Business Analytics and Big Data” track of ECIS. Based on the synthesis, we provide a narrative of how the field has evolved, as well as where we see future research efforts being focused. Specifically, we identify three areas that are likely to attract considerable research interest in the years to come. Within each of these three areas, we describe several key challenges that need to be addressed. We conclude with an overview of the six articles included in this special issue, and a description of how they contribute to our understanding of this domain.

ARTICLE: 7

TITLE: The Business analytics and big data research in information systems

AUTHOR: Veronika Plotnikova, Marlon Dumas, Alexander Nolte & Fredrik Milani

JOURNAL: Designing a data mining process for the financial services domain 2069426 DOI: 10.1080/2573234X.2022.2088412

ABSTRACT: The implementation of data mining projects in complex organisations requires well-defined processes. Standard data mining processes, such as CRISP-DM, have gained broad adoption over the past two decades. However, numerous studies demonstrated that organizations often do not apply CRISP-DM and related processes as-is, but rather adapt them to address industry-specific requirements. Accordingly, a number of sector-specific adaptations of standard data mining processes have been proposed. So far, however, no such adaptation has been suggested for the financial services sector. This paper addresses the gap by designing and evaluating a Financial Industry Process for Data Mining (FIN-DM). FIN-DM adapts and extends CRISP-DM to address regulatory compliance, governance, and risk management requirements inherent in the financial sector, and to embed quality assurance as an integral part of the data mining project life-cycle. The framework has been iteratively designed and validated with data mining and IT experts in a financial services organization.

ARTICLE: 8

TITLE: The Business analytics and big data research in information systems

AUTHOR: Fahame Emamjome H.M. ter Hofstede and Hajo A. Reijers

JOURNAL: Root-cause analysis of process-data quality problems
DOI:10.1080/2573234X.2021.1947751

BSTRACT

ABSTRACT:Process mining provides analytical tools and methods which can distil insights about process behaviour from big process-related data. Yet challenges relating to the impact of poor quality data on event logs, the input to process mining analyses, remain. Despite researchers raising concerns about event log data quality, event log preparation is, in practice, generally handled mechanistically, focusing on fixing symptoms rather than on uncovering the root causes of event log data quality issues. To address this, we introduce the Odigos (Greek for “guide”) framework. Based on semiotics and Peircean abductive reasoning, the Odigos framework facilitates an informed way of dealing with data quality issues in event logs. Odigos supports both prognostic (foreshadowing potential quality issues) and diagnostic (identifying root causes of discovered quality issues) approaches. We examine in depth how the framework supports a detailed root-cause analysis of a well-known collection of event log imperfection patterns.

ARTICLE: 9

TITLE: The Business analytics and big data research in information systems

AUTHOR: Amir Hassan Zadeh & Anand Jeyaraj

JOURNAL: Alignment of business and social media strategies: insights from a text mining analysis DOI: 10.1080/2573234X.2019.1602002

ABSTRACT :Organisations utilise social media technologies for various customer engagement and external-facing activities in recent years. This research examines the extent to which the business strategies and social media strategies of organisations are aligned. Using a sample of 33 organisations competing in the information technology industry, the business strategies were operationalised using data extracted from the annual 10-K reports while the social media strategies were identified from the Twitter feeds. Topic modelling with latent semantic analysis revealed six different orientations in the business and social media strategies of organisations, which were used to evaluate alignment. This study also identified clusters of organisations with varying levels of alignment. Implications for research and practice are discussed.

ARTICLE: 10

TITLE: The Business analytics and big data research in information systems

AUTHOR: Andra-Selina Pietsch

JOURNAL Topic modeling for analyzing open-ended survey responses

ABSTRACT: Open-ended responses are widely used in market research studies. Processing of such responses requires labor-intensive human coding. This paper focuses on unsupervised topic models and tests their ability to automate the analysis of open-ended responses. Since state-of-the-art topic models struggle with the shortness of open-ended responses, the paper considers three novel short text topic models: Latent Feature Latent Dirichlet Allocation, Biter Topic Model and Word Network Topic Model. The models are fitted and evaluated on a set of real-world open-ended responses provided by a market research company. Multiple components such as topic coherence and document classification are quantitatively and qualitatively evaluated to appraise whether topic models can replace human coding. The results suggest that topic models are a viable alternative for open-ended response coding. However, their usefulness is limited when a correct one-to-one mapping of responses *and* topics or the exact topic distribution is needed.

THEORITICAL FRAME WORK

Introduction to Business Analysis Framework

In general terminology, a **business analysis framework** is nothing but a conceptual structure which talks more about the utilization of knowledge, process techniques, a critical analysis which helps in getting on the required business requirements. Using this framework, the individual will be able to understand the pain points of the business and also emphasize more on business enhancement opportunities.

The business analysis process might be different from one organization to the other. The approach might be different as well. For example, especially in the Information technology vertical, the solutions that business analysts provide are related to software development and involve in constant process improvement or organizational level change.

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Also, the *business analysis* process helps the organizations to define and validate the solutions whether they actually meet the business

needs and objectives or not. The study will help the organizations to bridge the gap between what is already available vs. what else should be built.
Sounds interesting! But, who does this job at the organization level? Is there any specific role or a designation available?

Well, yes. These kinds of studies are actually performed by a Business Analyst. A **business analyst** is an individual who is well capable of understanding the business process (i.e. current state vs. future state) and documents the process. Also, the titles differ from one organization to another organization. Few of them call it as an analyst, business analyst or business system analyst, etc.

Why do we need a Business Analyst?

In this section of the article, we will discuss the necessity of a business analyst and will try to understand the typical role played by a business analyst within a project / an organization.

1. He/she helps to understand the structure of the organization and their business process
2. Understands if the organization is having any unaddressed pain points and also suggests appropriate improvements.
3. Actively participates in meetings where they make sure that the business process is completely fed to the development teams and clarify their questions during the development phase or brainstorming phase.
4. Makes sure that the customers and end-users are well trained with the new software system that is deployed.

A business analyst plays a crucial role at the beginning of an IT project. When the requirements are translated to the developers and design team, a business analyst will make sure that the requirements are explained clearly. Further, they work closely with the technical leads and Project managers to make sure that the requirements are properly interpreted and executed as per the agreement.

In general, if it is a large scale organization, we get to observe an on-shore business analyst and off-shore business analyst, primarily responsible for building an effective communication channel between the stakeholders and the development team.

Best Practices that can be implemented by every Business Analyst:

In this section of the article, we will discuss the best practices that every business analyst should apply within their daily duties:

Eliciting requirements :

This is a crucial part of the project engagement and one must make sure that all the requirements are gathered appropriately. Within this

stage, the requirements should be properly documented. Also, it is important to address all stakeholder opinions.

Functional Requirement Document:

Often called as FRD, it is an important document that a business analyst should take up while requirement gathering. All the business use cases related to the business process should be included in this document.

Structured Analysis

In order to perfectly analyze the business process and list down the relevant requirement, it is essential for a business analyst to understand the available requirement gathering techniques and use appropriately.

Object-based analysis

The ability to portray requirements in the form of activity diagrams is very essential. It provides a visual outlook of the requirements and stakeholders will be able to provide quality feedback.

Testing

This is a very important aspect of a business analyst. A business analyst is the first point of contact with the business owner from the development team. Testing places an important role to validate the business requirements.

End-user support/ User acceptance testing

A business analyst should be patient enough to provide quality support during application deployment. Also, work with different stakeholders to identify any possible issues and try to mitigate them.

Fluency in IT

It is advisable for a business analyst to stay in touch with the current market trends and at least have an overall knowledge of the latest technology happenings. This will eventually help the individuals to grow their knowledge of the technical aspects.

Business Process Improvement

This is going to be an ongoing process where a business analyst will be able to provide quality suggestions to the existing business. With these positive aspects, a business can be improved and overall productivity can be observed.

Requirements of Business Analysis Framework:

In this section of the article, we will discuss the tools and techniques that are widely used by business analysts to carry out their day to day work.

SWOT Analysis:

SWOT stands for Strength, Weakness, Opportunities, and Threats. So within this analysis, a business process is evaluated on the four key parameters and a detailed report is prepared by a business analyst. Using this approach, a business analyst will be able to understand the internal and external business processes.

Usually, internal analysis includes the Strengths and Weaknesses of the organization/business process. The external analysis includes a study on Threats and opportunities. The key takeaways from this study:

Strengths: During the analysis, the positive aspects of the organization/business process are highlighted when compared to the competitive businesses.

Weakness: During the analysis, the negative aspects of the organization/business process are highlighted when compared to competitive businesses.

Opportunities: During the analysis, the possible business improvements/ enhancements can be identified. Implementing these will help the business to grow.

Threats: During the analysis, the possible pitfalls for the organization/business process are identified.

This type of analysis is helpful for organizations to understand their core strengths and also provides valuable insights to improve and rectify mistakes within the business process.

Most Analysis

The MOST Analysis is a powerful tool for business analysts to analyze a business and provide strategic enhancements to it. With this type of analysis, an organization can get a fresh look at their business and helps to define the purpose and vision.

With the help of MOST analysis, definite targets are provided to the team for all the members of the organization across all levels. They are four elements within the MOST analysis:

Mission: This is a critical part of the business operations, the fundamentals of the organization are defined. The business will be profitable and successful only when the mission is defined in specific.

Objective: Objectives are nothing but part of the mission. They are line items within the Mission which will help the organization to stay focused and work towards a specific goal. The Objectives should be derived SMART, i.e. Specific, Measurable, Achievable, Realistic, and Timely. If the objectives are not based on the SMART principle, then it

is possible to have a goal creep and eventually make it difficult for the organization to reach its end goals.

Strategy: A strategy is nothing but an action plan or an execution plan to achieve the set of objectives/ goals. Using strategies, organizations can quickly review their status and take considerable steps to achieve the desired goals.

Tactics: Tactics are nothing but the methods where the strategies are carried out. In reality, they should be simple and easy to understand so that every individual within the organization can grasp the details and work towards the common goal.

The MOST analysis is used mainly to provide a fresh look to the organizations where they want to redefine the purpose and the mission.

PESTLE Analysis

The PESTLE analysis is commonly known as PEST analysis. This tool is used to identify the key drivers of the change within a business environment. PEST stands for Political, Economic, Social, Technological, Legal, Environmental. Using this tool, business analysts will be able to understand the key drivers and also go through the scenarios where the business is influenced by certain activities.

Political: The internal politics within the environment is identified and also the impact on the overall business can be assessed.

Economic: The economic factors like inflation and its adverse effects are identified within this stage. The impact on the business will also be assessed.

Social: The cultural aspects are taken into consideration during this analysis stage.

Technological: The technology trends are evaluated within this stage. Further, the technology adoption and possible impacts at the organization level are analyzed.

Legal: All regulations are taken into consideration. Further, the analysis will also foresee any possible scenarios which might have an adverse effect at the organization level.

Environmental: All the possible environmental considerations are taken into account and gauge the overall wellbeing of the organization.

With the use of PESTLE analysis, the overall influencing factors are determined. These influencing factors should be kept under the radar

so that it doesn't have any adverse effects on the overall organization's wellbeing.

Brainstorming

Brainstorming is a requirement gathering technique which is widely used within the organizations. The brainstorming sessions consist of team members discussing a common point and provides valuable ideas to solve a complex problem.

Business Process Modelling

A business process modeling is nothing but a graphical representation of an organization's business process or a typical workflow that it has defined. Within this process, a series of suggestions and advice can be portrayed to the business owners to enhance their current business process and make it profitable and scalable.

- This activity is usually carried out by using flow charts, data flow diagrams, etc.
- The business process modeling activity can be carried out in two cases:
  - As-is
  - To-be
- Within the As-is state, the current process is not disturbed much and minor tweakings can be done to get the desired improvement.
- Within To-be state, or else the future state, there is a scope to change the business processes accordingly which will eventually improve the overall business process.

Communication strategy

It is really important to define a communication plan between the stakeholders and the development team. For a project to be executed successfully, a strong communication channel should be established where they can exchange information.

A communication strategy is really important for the overall execution of the project. Within this process, a BA will engage with the stakeholder on a regular basis to evaluate certain key aspects of the requirements and also discuss the status of the project execution.

Most of the meetings are carried out online and after every call, a business analyst should send out Meeting minutes, which is called as "**MOM's**. It is essential to keep track of the discussions and eventually one has to make sure that they are stored in a secured place so that these files can be accessed at later point of time.

Requirement management: Most of the time, the requirements do change according to business demand. So it is really important for the business analyst to keep track of the requirements and also the changes. This can be carried out by using the "Requirement Traceability Matrix". This is a template where the business analyst will be able to keep track of the requirement (past, present, and future enhancements of a particular use case/ module)

Analysis / Reviews: It is advisable to conduct weekly or daily meetings with the stakeholders based on the feasibility. This will help to review the process that has been executed so far. These sessions will help the team to take feedback from the stakeholders.

How to understand BA framework?

In this section of the article, we will discuss the business analysis framework and observe the important stages that a business analyst should concentrate on.

The entire business analysis framework can be classified into five sections. Within these sections, a business analyst or a business analyst team will be able to identify, analyze, and document the requirements. A lot of subtasks are carried out within these sections, which will in return help the business analyst to document the exact requirements from the business owners and the stakeholders.

- Investigate the situation
- Consider Perspectives
- Analyze Needs
- Evaluate options
- Define Requirements

Investigate the Situation:

This is the first stage/phase of the entire engagement process. During this process, the analyst should be focusing on the current issues and the problems the business is going through. Also, one has to make sure that the scope should be kept broad enough so that the current situation is analyzed appropriately. One key point that every business analyst should follow or remember is never to jump into a conclusion without actually going through the entire scope. So, this is a really important point for all business analysts.

Consider Perspectives:

This stage is more about understanding the business owners and stakeholders. Try to understand their perspective on prospective solutions and issues. The important activity within this stage is to

manage all the stakeholders and simultaneously understand the stakeholder who has the decision making capability. Also, while proposing solutions, it is really important to take considerations from the stakeholders and make sure that their comments are duly acknowledged.

Need for Analysis:

This stage is more of analyzing the current system and discuss the improvements and enhancements that can be made to the current business system. Based on the solutions identified, a gap analysis is executed. This study will help to understand the current process vs required process to achieve productivity. Within the gap analysis, they are three primary questions that a business analyst has to verify.

- Focus on where we need to be (i.e. process enhancement)
- Where are we now within the process?
- What needs to be changed to achieve the required productivity?

Evaluate Options:

This stage is more of evaluating the possible options/improvements that are identified within the process. The improvements are analyzed by comparing the existing systems with the desired system.

Requirements Definition:

This stage includes a detailed documentation activity for the business analyst, where they spend a quality amount of time to write the necessary requirements. The requirements are defined by discussing with the key stakeholders, and also the business owners.

Project Development plan and Techniques used:

There are a lot of requirement gathering techniques that are available for a business analyst to use. But in reality, only a few techniques are useful according to the project. So, in order to scale the requirements effectively, one has to make sure that a proper requirement gathering technique is utilized. The below section has a list of requirement gathering techniques that a business analyst can use:

Brainstorming

Brainstorming is one of the techniques that is used by a business analyst to capture the requirements and also solutions towards a problem. Brainstorming is a process where a group of individuals is gathered to discuss possible ideas to resolve a particular problem. Often, this technique encourages out of the box ideas. Also, the number of ideas captured or generated: it is better for the session.

This will help to provide quality solutions to the business needs/business requirements.

CHAPTER-III
INDUSTRY PROFILE
&
COMPANY PROFILE

INDUSTRY PROFILE

The Indian paint industry is over 100 years old. Its beginning can be traced back to the setting up of a factory by Shalimar Paints in Calcutta (now Kolkata) in 1902. Until World War II, the industry consisted of small producers and two foreign companies. After the war, the imports stopped, which led to the setting up of manufacturing facilities by local entrepreneurs. Still, the foreign companies continued to dominate the market. Initially British paint companies such as Goodlass Walls (now Goodlass Nerolac), ICI, British Paints (now Berger Paints), Jenson & Nicholson and Blundell & Eomite dominated the market.

There are now twelve players in the organized sector of India's paint and coatings market and over 2,000 in the unorganized sector. In 2019-20, the organized sector held 70% share of the approximately $1.5 billion (Rs 6,800 crore) industry, while the balance was made up of the unorganized units. The major players are Asian Paints, Goodlass Nerolac, Berger, ICI and Shalimar. Recently, world leaders like Akzo Nobel, PPG, DuPont and BASF have set up base in India with product ranges such as auto refinishes, powder coatings and industrial coatings. Kansai Paints of Japan, which entered into collaboration with Goodlass Nerolac in 1984, is now the holding company for Goodlass Nerolac with 4.52%equity holding. PPG has a joint venture with Asian Paints to manufacture industrial coatings. Jenson & Nicholson and Snowcem India are no longer active players because of dwindling sales in recent years. In the 1990s, helped by a growing economy, the Indian paint industry recorded a healthy growth of 12-13% annually. This was mainly due to a drastic reduction in excise from a staggering 40% to 16%. However, the growth was restricted in 2002-03 to single digits. There was a revival in 2019-20 with a robust growth of 13%.

The Indian paint industry has two main market segments-industrial and decorative paints. While industrial paints are used for protection against corrosion and rust on steel structures, vehicles, white goods and appliances, decorative paints are used in protecting valuable assets like buildings. The Indian decorative business has a share of approximately 77% in total sales. In foreign countries 50-70% of the business is from the industrial segment. The trends are likely to shift in India too, but at a slower pace, in favor of industrial paints. The per capita consumption of paint in India is 700 grams versus 19 kg in the U.S. and 2.7 kg and 5.8 kg in other developing countries like China and Brazil. Because consumption relates to affordability, the low Indian figure is not a surprise. Within the decorative segment, the share of

exterior paints is 21%, interior emulsions 11%, distempers 30%, solvent-based enamel paint 36% and wood finishes two percent.

The exterior category, particularly exterior emulsions, is the fastest growing segment at 20% for the last three years.The industrial coatings segment includes high performance coatings with 30% market share, powder coatings with ten percent, coil coatings with five percent, marine coatings five percent and automotive coatings 50%.While Asian Paints was a clear market leader with a turnover of approximately $420 million (Rs 1,943 crores) in 2019-20, Godless Nerolac was second with approximately $220 million (Rs 1,010 crores) during the same period.

Organization System

Most of the organized companies in India's paint and coatings market have a nationwide presence with multilocation manufacturing facilities. The companies in the unorganized sector are mostly regional, spread in and around their manufacturing facilities and deal in low value products. Asian Paints has created a nationwide marketing campaign focusing on all small interior markets. Not only was the company able to establish itself in interior markets, the demand percolated to main towns allowing the company to enlist support of large customers. Being restrained by FERA (Foreign Exchange Regulations Act) and MRTP (Monopolies & Restrictive Trade Practices Act), most players were not allowed to increase production capacities until the Nineties. With liberalization, these shackles were removed and other companies have expanded, though the gap between Asian Paints,

which could expand continually and others has widened. Another winning point for Asian Paints was its strategy to focus on smaller packs while others were focusing on larger packs. Asian Paints has also been introducing new product categories, which helped in expanding the market. This made distribution still more complex as precise forecasts for more than 3,000 SKUs became a challenge for every organization. With the advent of color dispensing machines supported by all paint companies and sophisticated IT enabled distribution tools, the situation has eased considerably.

Business Reengineering

With the industry business becoming complex, most companies have restructured and have used information technology as the key driver for reengineering. They have aligned their organized structures on the basis of expanding business and its complexities. This was essential in order to tighten controls. Today, companies have divided their sales organizations into decorative, industrial and high-performance coatings business units. The

national level organization structure is split into zones, regions and branches. Color dispensing machines, both computerized and manual, have transformed the business, particularly on the manufacturing and distribution sides. Earlier, paint companies were required to manufacture all the shades (30-50 depending on a product line) in all the packs (five to eight packs).

The demand pattern was difficult to predict even with the support of historical data/trends as consumer preferences were changing fast. The machines altered the production pattern from shades to producing bases thus providing economies of scale, reduced inventory levels and eliminated redundancy of stocks. It has cut down the new products introduction cycle considerably. This has helped expand the range of shades for each product category, offering a choice of shades to consumers in the hundreds. For the retailers also, it eliminated the sales loss for want of range/desired shade. The machines have brought a total change in the way business is transacted and revolutionized business processes as well. There are approximately 11,000 color-tinting machines installed at the dealers' end including multiple machines on some counters. Also popular are the gear mixers for 2K finishes in auto refinishes, which are installed at the dealers' end and at leading garages. The dependence on information technology has increased remarkably from a corner room EDP operation to playing a pivotal role in the way business in transacted. While Asian Paints has invested in i2 technology, Goodlass Nerolac has backed up IBM enabled APO and has upgraded to the latest 3.1 version to improve its distribution and optimize production scheduling. Both companies are operating on an ERP (SAP R3) operating system through full connectivity across the factories and branches via V-SATS, thus virtually working on live data for sales, accounting and purchasing.

Goodlass Nerolac has moved one step further by launching its intranet-employee portal to capture knowledge sitting in the minds/desktops of individuals to a common platform, which can be accessed by all employees. It has also invested in advanced business plan performance measurement tools like balanced score cards to track, review and align performance. Most companies in the Indian paint industry are functioning on multi-division models with individual functions controlled by business heads. Some manage their business through sub-committees. As in the case of Goodlass Nerolac there are two levels of teams managing/guiding business.

Product Culture

Most companies have an identical range of products for the decorativepaint market. In the industrial segment, the range of products is more customized and guided by the technology support provided by the collaborators. In the case of decorative products, the technology has been mostly indigenously perfected over the years and the products can be divided on the basis of interior and exterior application or in categories like water-based and solvent-based. Moreover, most companies have been advertising their products in the exterior emulsion’s category, which has expanded the market and triggered a shift from cement paint.While solvent-based enamels are still popular in India, outside India there is a clear shift visible from solvent- to water-based glossy enamels. India will take some time before this change is accepted on account of three hurdles currently faced including cost (water-based is expensive),

low level of gloss in water-based enamels and the psychological barrier that water-based coatings cannot be superior to solvent-based coatings for protecting wood or metal surfaces.Companies not working on operational efficiency business models have been losing. Asian Paints and Goodlass Nerolac have been aggressively working on cutting costs/operating expenses. Berger has been managing well with economical yet acceptable formulations and low operating costs.

The industry is not capital intensive and depreciation charges are not significant. Working capital requirements are moderate. However, most companies in the lower rungs are unaware about the realization of debtors. Added to this has been the problem related to collection of installments on color dispensing machines, which are mostly purchased on lease.The highest efficiency required is in physical distribution. The poor forecasts of demand result in poor distribution. As a result, companies are investing in sophisticated supply chain management tools. Margins have remained under pressure due to dropping prices, which have been more strategic and forced by the market leader. Companies have been working on improving internal efficiencies to retain profits. The pressure from OEMs to reduce prices has also been a cause for low profits for paint companies. Even with the turnaround of the Indian economy, the pressure has not relented. The customer, or retailer, has also been dictating his terms as most companies have common counters to meet their objectives. So, they have no choice but to lure more customers through incentives. Lower productivity of high cost labor in the old units has been another problem. This in totality has increased operating pressures.Some of the international players are already present in India's paint and coatings market, but mostly for industrial coatings. They include Akzo Nobel, BASF, Henkel (pre-treatment chemicals), PPG, ICI (decorative) and DuPont (auto refinishes). A few others are present through collaborations like Kansai and Nippon.For the decorative range of products, it is difficult for international companies to set up shop on a standalone basis because of existing barriers such as the strong network of established players, brand image, range of products (Indian context) and required distribution logistics. Therefore, the safer route has been and will be to tag along with existing companies. For industrial products, however, this may not apply and based on their tie-ups in home countries and their OEM customers, the required range can be made and sold.There is however room for niche players, with radical and unique ranges of products properly conceived and marketed in the Indian context and supported with machines.

Current Trends

The Indian paint and coatings industry are riding high on the growth in the Indian automobile industry, new construction in the housing segment and improving infrastructure throughout the country. Thirty percent of the paint

business is comprised of new construction projects. GDP growth projections of six to 6.5% in the current year mean a growth of nine to ten percent in Indian paint business. The growth will be 12-13% in the industrial segment and eight to nine percent for decorative paint. The Indian automobile industry has been performing remarkably well and will benefit the market leader in the segment, Godless Nerolac.As for the future, the industry has predicted a CAGR of eight to nine percent for the next five years compared to last year's growth levels of 27.4% for cars and 8.9% for two wheelers. The Indian housing industry is likely to do well in the current year as well, recording a growth rate of 35% last year. As a result of the overall health of India's economy,

it is safe to predict a nine to ten percent growth rate for the Indian paint industry in the next five years.Consumers can look forward to new product launches, some for application in special areas. Companies will be increasing the value-added services available to customers by offering a variety of finishes through specialized and trained applicators. There will be more options like ranges of colors/finishes for wood applications through the tinting machines.

Additionally, the trend towards water-based coatings is likely to set in both for industrial and decorative applications. While India has not yet embraced the DIY concept as cheap labor is still available, exclusive retail chain stores sponsored and run by Indian paint companies will become a reality.The Indian paint industry has progressed well and moving ahead is likely to be influenced by several factors including new technologies, new innovative products, new associations, consolidation of industry and poor performers getting out of the market. Ultimately, in the years ahead there will be only four or five key players operating in the Indian paint market.

Valspar eyeing the Indian market

Valspar Corporation, the $2.97-billion global paint manufacturer, is planning to enter the Indian paint market. The Minneapolis-based company has held talks with Baroda-based Grand Polycoats, an unlisted firm that specializes in making protective industrial coatings.Grand Polycoats CFO Maulik Mehta confirmed talks with Valspar, but said it was not up for sale. "Many companies, including Valspar, have approached us but we have our own strategy for growth. There's no reason to sell out at this point.''

He could afford to say so. Grand Polycoats, whose protective coatings are used in auto parts, engineering and capital goods, chemicals and petrochemicals, has been growing at almost double the industry's average growth of ten to 12%.The company is among the top five players in protective coatings and has given paint majors like Akzo Nobel, Kansai Paints, Asian Paints and Berger Paints a run for their money, according to experts. Valspar didn't respond to an e-mailed questionnaire.Valspar, a leading paint and coatings manufacturer, is looking to expand overseas. Though Valspar makes a wide range of

coatings, paints and related products, it is known for its coatings, which are used in protecting many iconic brands from the green that defines John Deere's tractors to Coco-Cola's red cans and Caterpillar's machines.Valspar has grown through acquisitions in the 1980s and 1990s, and is now trying to grow beyond the U.S.-currently, 30% of its sales come from outside the U.S. compared with five percent a decade ago. Its success in China has pushed its annual sales growth in excess of 20% per year.The acquisition-led strategy has helped Valspar post good results increasing its net profit 19% in 2006 due to 9.7% growth in sales. In July 2006, Valspar acquired an 80% stake in Huarun Paints, a supplier of furniture, decorative and achitechtural coatings in China, for $200 million.In October 2006, Valspar also acquired H. B. Fuller's powder coatings business, marking its first powder manufacturing facility in Europe. It plans to use this to serve its industrial customers worldwide. In 2006, the company also entered into a joint venture with Tekno S A to supply coil coatings in Brazil.

With the Indian paint market growing at ten to 12% and most of its global peers already here, it can hardly ignore this market.''What's attracting global majors is the growth prospects here. In infrastructure, India is trying to build in the next five years what it has built over the last 60 years,'' said Mehta.For the protective business, which is Grand Polycoats mainstay, infrastructure is the main driver for growth.

This has a trickledown effect on the demand for capital goods and equipment, according to Mehta. If Grand Polycoats doesn't materialize, Valspar could explore other opportunities in India, including setting up a greenfield plant.

Major Paint and Coatings Manufacturers Ride India's Real Estate Boom

Riding on the back of a real estate boom, paint companies are extremely bullish on India, which is among the fastest growing markets across the globe.Among the international companies that are increasing their investments is the Japanese paint major, Nippon, which is investing approximately Rs 80 crore for manufacturing facilities in Gurgaon and a 25-acre unit in Chennai.With Akzo Nobel likely to acquire ICI Paints globally for $16 billion, the Dutch giant will also increase its business in India.

Akzo already has a powder coatings business in India through its acquisition of Courtaulds in July 1998, and it has also entered the decorative paints segment.DuPont is also expected to expand its presence in India.Industry experts expect other companies like Behr and BASF to set up shop in India as well.The Rs 11,000-crore Indian paints market is growing at double digits and the decoratives

segment, which accounts for 70% of sales, is growing in excess of 20%.Asian Paints, the country's largest paint manufacturer, also has major expansion plans. The company is setting up its largest facility at Rohtak in Haryana. It will focus on emulsions. "The demand has exceeded our capacity and hence we are looking at this new plant," said Ashwin Dani, vice chairman and managing director, Asian Paints.Competitor Kansai Nerolac is also planning an 18,000-ton plant at a cost of Rs 68 crore, which will start production in two or three years. Berger Paints has 75% of its business in decorative paints. "In India, the housing sector is booming and this has provided a major boost to the decoratives business. This segment is expected to grow at 18-20%," said Abhijit Roy, vice-president marketing, Berger Paints.

COMPANY PROFILE

Asian Paints is one of the largest paint companies which provides house painting colour combinations & wall paint. The company has come a long way since its small beginning in 1942. Four friends who were willing to take on the world's biggest, most famous paint companies operating in India at that time set it up as a partnership firm. Over the course of 25 years, Asian Paints became a corporate force and India's leading paints company. Driven by its strong consumer-focus and innovative spirit, the company has been the market leader in paints since 1967. Asian Paints is India’s leading paint company with a group turnover of Rs 202.1 billion. The group has an enviable reputation in the corporate world for professionalism, fast track growth, and building shareholder equity. Asian Paints operates in 15 countries and has 26 paint manufacturing facilities in the world servicing consumers in over 60 countries. Besides Asian Paints, the group operates around the world through its subsidiaries Asian Paints Berger, Apco Coatings, SCIB P
aints, Taubmans, Causeway Paints and Kadisco Asian Paints. Asian Paints manufactures wide range of paints for Decorative and Industrial use. In Decorative paints, Asian Paints is present in all the four segments v.i.z Interior Wall Finishes, Exterior Wall Finishes, Enamels and Wood Finishes. It also offers Water proofing, wall coverings and adhesives in its product portfolio. In the Industrial coatings space, Asian Paints operates through two 50:50 joint ventures with PPG Inc, USA., one of the largest automotive coating’s manufacturers in the world. The first Joint Venture ‘PPG Asian Paints Pvt Ltd’ services the increasing requirements of the Indian automotive coatings market. The second JV ‘Asian Paints PPG Pvt Ltd’ services the protective, industrial powder, industrial containers and light industrial coatings markets in India. Vertical integration has seen Asian Paints diversify into chemical products such as Phthalic Anhydride and Pentaerythritol, which are used in the paint manufacturing process. The company has discontinued production of

Phthalic Anhydride from end of July 2017. In the Home Improvement and Décor category, the company is present in the Kitchen and Bath fittings space and offers various products under Sleek and Ess Ess brand respectively.

History

The company was started in a garage in Gaiwadi, Girgaon, Mumbai by four friends Champaklal Choksey, Chimanlal Choksi, Suryakant Dani and Arvind Vakil. They all belong to Jain families, and founded the company in February 1942. During World War II and the Quit India Movement of 1942, a temporary ban on paint imports left only foreign companies and Shalimar Paints in the market. Asian Paints took up the market and reported an annual turnover of ₹23 crore in 1952 but with only 2% PBT margin. By 1967, it became the leading paints manufacturer in the country.

The four families together held the majority shares of the company. But disputes started over the global rights in 1990s when the company expanded beyond India. The disputes resulted in Choksey selling their 13.7% shares and exiting in 1997. Champaklal died in July 1997 and his son Atul took over. After failed collaboration talks with the British company Imperial Chemical Industries, Choksey's shares were mutually bought by the remaining three families and Unit Trust of India. As of 2008, the Choksi, Dani and Vakil families hold a share of 47.81%.

Vision

We want to be an innovative, agile, and responsive world class research and technology organisation that's aligned to future customer needs and catalyses the growth of the company across existing and future businesses.

NOTE 2A : PROPERTY, PLANT AND EQUIPMENT

(` in Crores)

	Gross carrying value						Depreciation/Amortisation						Net carrying value
	As at 01.04.2020	Translation Difference	Additions / Adjustments	Deductions / Adjustments	Disposals of Subsidiaries	As at 31.03.2021	As at 01.04.2020	Translation Difference	Additions / Adjustments	Deductions / Adjustments	Disposals of Subsidiaries	As at 31.03.2021	As at 31.03.2021
Land^*	375.65	(1.15)	59.95	-	-	434.45	-	-	-	-	-	-	434.45
Buildings	1,602.41	(9.09)	20.05	2.71	-	1,610.66	200.91	(8.92)	70.50	1.21	-	261.28	1,349.38
Plant and Equipment	4,208.35	(20.91)	162.90	10.50	-	4,339.84	1,421.42	(19.42)	431.45	9.09	-	1,824.36	2,515.48
Scientific Research :													
Buildings	71.37	(0.04)	0.06	-	-	71.39	9.56	0.02	2.74	-	-	12.32	59.07
Equipment	70.38	(0.03)	1.61	0.14	-	71.82	32.54	0.01	8.29	0.14	-	40.70	31.12
Leasehold Improvements	0.27	-	-	-	-	0.27	-	-	0.05	-	-	0.05	0.22
Furniture and Fixtures	94.45	(2.44)	8.70	1.40	-	99.31	49.71	(2.26)	11.80	1.31	-	57.94	41.37
Vehicles	31.83	(1.05)	1.22	2.25	-	29.75	20.92	(1.07)	2.81	1.50	-	21.16	8.59
Office Equipment	98.78	(3.82)	8.48	3.52	-	99.92	57.74	(3.61)	14.71	3.08	-	65.76	34.16
Leasehold improvements	10.15	-	0.02	0.33	-	9.84	7.92	-	1.47	0.25	-	9.14	0.70
Assets Given on Operating Lease:													
Tinting systems	4.05	0.31	0.74	-	-	5.10	2.21	0.45	0.63	-	-	3.29	1.81
Total	6,567.69	(38.22)	263.73	20.85	-	6,772.35	1,802.93	(34.80)	544.45	16.58	-	2,296.00	4,476.35

(` in Crores)

	Gross carrying value						Depreciation/Amortisation						Net carrying value
	As at 01.04.2019	Translation Difference	Additions / Adjustments	Deductions / Adjustments	Disposals of Subsidiaries**	As at 31.03.2020	As at 01.04.2019	Translation Difference	Additions / Adjustments#	Deductions / Adjustments	Disposals of Subsidiaries **	As at 31.03.2020	As at 31.03.2020
Land^	366.26	0.96	8.43	-	-	375.65	-	-	-	-	-	-	375.65
Buildings	1,580.50	11.80	36.44	2.08	24.25	1,602.41	146.96	3.59	55.81	0.37	5.08	200.91	1,401.50
Plant and Equipment	4,005.87	14.83	216.33	21.56	7.12	4,208.35	983.89	8.37	435.19	2.91	3.12	1,421.42	2,786.93
Scientific Research :													
Buildings	71.37	-	-	-	-	71.37	6.83	-	2.73	-	-	9.56	61.81
Equipment	66.41	-	3.98	0.01	-	70.38	24.07	-	8.48	0.01	-	32.54	37.84
Leasehold Improvements	-	-	0.27	-	-	0.27	-	-	-	-	-	-	0.27
Furniture and Fixtures	87.67	1.27	6.63	0.90	0.22	94.45	38.71	0.74	11.33	0.90	0.17	49.71	44.74
Vehicles	27.92	0.55	3.84	0.03	0.45	31.83	17.82	0.45	3.09	0.03	0.41	20.92	10.91
Office Equipment	82.69	1.30	18.65	2.99	0.87	98.78	46.45	0.92	13.93	2.99	0.57	57.74	41.04
Leasehold improvements	10.47	-	0.13	0.45	-	10.15	6.12	-	2.25	0.45	-	7.92	2.23
Assets Given on Operating Lease:													
Tinting systems	3.76	0.01	0.28	-	-	4.05	1.63	-	0.58	-	-	2.21	1.84
Total	6,302.92	30.72	294.98	28.02	32.91	6,567.69	1,272.48	14.07	533.39	7.66	9.35	1,802.93	4,764.76

The amount of contractual commitments for the acquisition of property, plant and equipment is disclosed in Note 38)(b

^ Includes leasehold land of ` 4.56 crores in a subsidiary which is not being amortized as the subsidiary has an option to convert it into freehold on payment of a nominal amount post 8 years of purchase, which is completed in FY 2020-21. The subsidiary is in the process of exercising its option.

* Includes land in a subsidiary of ` 59.44 crores representing in substance ownership contract without transfer of title.

** Refer note 32 for details on disposal of subsidiary

Includes depreciation of Berger Paints Singapore Pte Ltd. ("Discontinued Operations")

NOTE 2B : RIGHT OF USE ASSETS

(` in Crores)

Movement in net carrying amount	2020-21						2019-20					
	Leasehold Land	Building	Plant and Equipment	Office Equipments	Vehicles	Total	Leasehold Land	Building	Plant and Equipment	Office Equipments	Vehicles	Total
Net Carrying Amount												
Balance at # April	264.53	644.53	-	-	11.03	920.09	233.95	626.02	0.07	0.23	10.85	871.12
Additions/Adjustments	-	217.52	-	0.05	4.91	222.48	35.59	260.15	-	-	6.45	302.19
Depreciation *	1.41	207.31	-	-	6.44	215.16	4.15	202.48	0.04	0.02	6.71	213.40
Deletions/Adjustments	54.49	27.63	-	-	0.91	83.03	-	33.35	-	-	0.08	33.43
Translation difference	0.81	0.76	-	-	(0.40)	1.17	(0.86)	3.30	-	-	0.52	2.96
Disposal of Subsidiary (Refer note 32)	-	-	-	-	-	-	-	9.11	0.03	0.21	-	9.35
Balance at 31st March	209.44	627.87	-	0.05	8.19	845.55	264.53	644.53	-	-	11.03	920.09

* FY 2019-20 includes depreciation of Berger Paints Singapore Pte Ltd. ("Discontinued Operations")

CHAPTER-IV
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS

The data after collection must be processed and analyzed in with in accordance with outline laid down for the purpose at time of development the research plain this is essential for scientific study and ensuring that all relevant data for making contemplated comparison and analysis. The team analysis referee to computation of certain

measures along with searching for pattens of relationship that exist among data group, thus “in the process of analysis relationship or difference supporting or conflicting with original or new hypothesis should be subject to statistical test of significance to determine with what validity data can be said indicate any conclusion”.

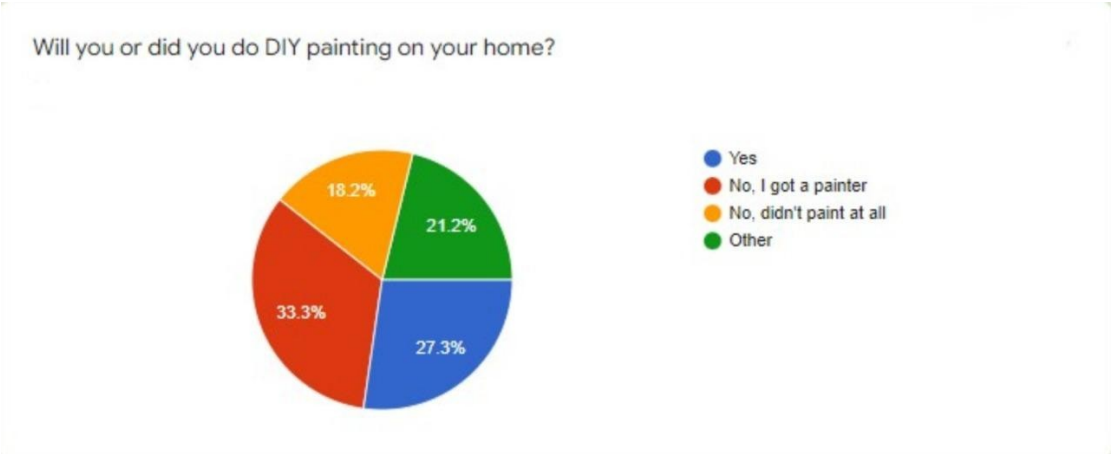
INTERPRETATION

Interpretation is the process of making sense of numerical data that been collected, analyzed and presented. Figuring out what data mean is just as importance as collecting it Even if the data collected process is sound, data can be misinterpreted. When interpretation data, the data user must not only attempt to discern the difference between causality and coincidence, but also must consider all possible factors that may have led to a result

Here all the tables and graphs assert the field study findings

Table 4.1 Will you or did you Do DIY Painting on your home?

s.no	Options	No. of respondents	Percentages (%)
1.	No, I Got painter	182	18.2%
2.	Private sector bank	212	21.2%
3	We Do DIY	273	27.3%
4	xxx	333	33.3%
	Total	**1000**	**100%**

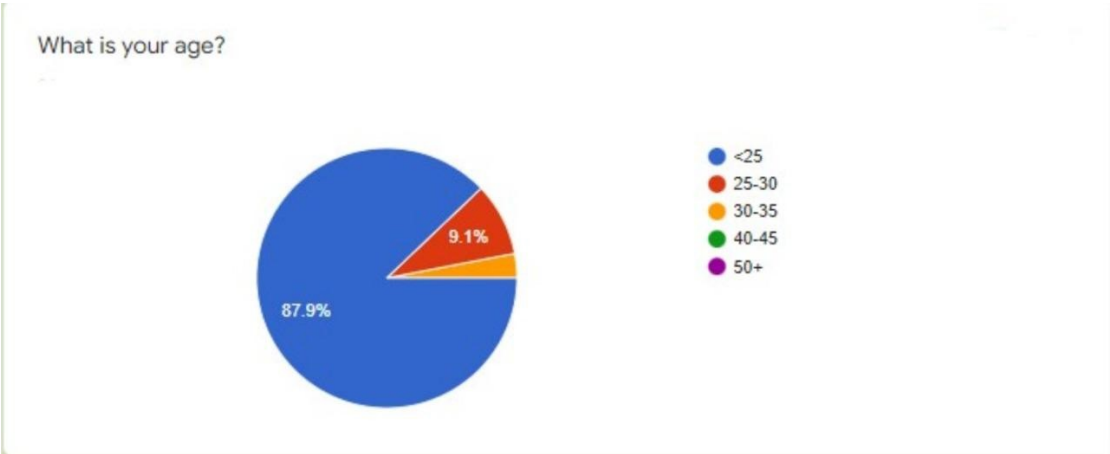


Interpretations

There are at most 27.3% in Paint market who do DIY, whereas, there are 33.3% in Who outsource their paint work

Table 4.2 What is the age of the customer who is buying the Product of the company

s.no	Options	No. of respondents	Percentages (%)
1.	<25	879	87.9%
2.	25-30	91	9.1%
3	30-35	30	3.%
4	40-45	0	0.0%
5	50+	0	0.0%
	Total	**1000**	**100%**

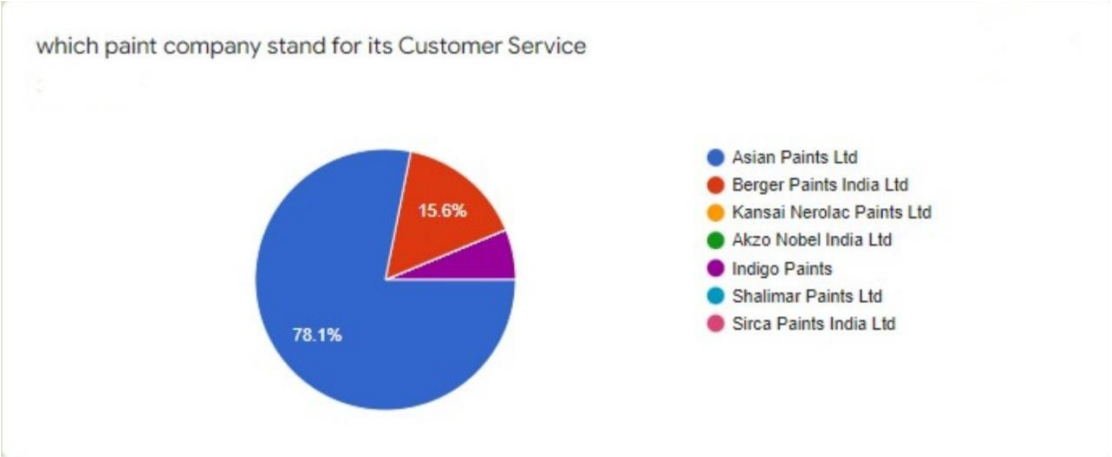


Interpretations

There are at most 87.9% in Paint market who age is around 25 who like to buy the company product whereas, there are 9.1% in Who age is between 25-30 and smallest group is 30-35

Table 4.3 which paint company stand for its Customer Service

s.no	Options	No. of respondents	Percentages (%)
1.	Asian paint	781	78.1%
2.	Berger Paint India ltd	156	15.6%
3	Kansal Nerolac paint ltd	0	0.0%
4	Akzon Nobel India ltd	0	0.0%
5	Indigo Paints	63	6.3%
6	Shalimar Paints	0	0.0%
7	Sirca Paint india ltd	0	0.0%
	Total	**1000**	**100%**

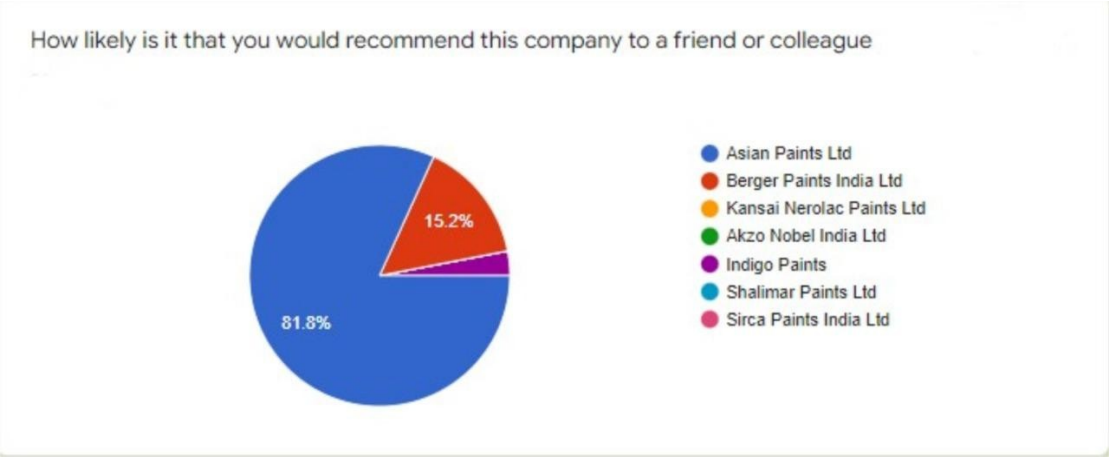


Interpretations

There are at most 78.1% in Asian Paint who said doing well in Customer service than after there are Berger Paint 56.6% and Indigo Paint at 6.3%

Table 4.4 How likely is it that you would recommend this company to a friend or colleague

s.no	Options	No. of respondents	Percentages (%)
1.	Asian paint	781	81.1%
2.	Berger Paint India ltd	156	15.2%
3	Kansal Nerolac paint ltd	0	0.0%
4	Akzon Nobel India ltd	0	0.0%
5	Indigo Paints	63	6.3%
6	Shalimar Paints	0	0.0%
7	Sirca Paint india ltd	0	0.0%
	Total	**1000**	**100%**

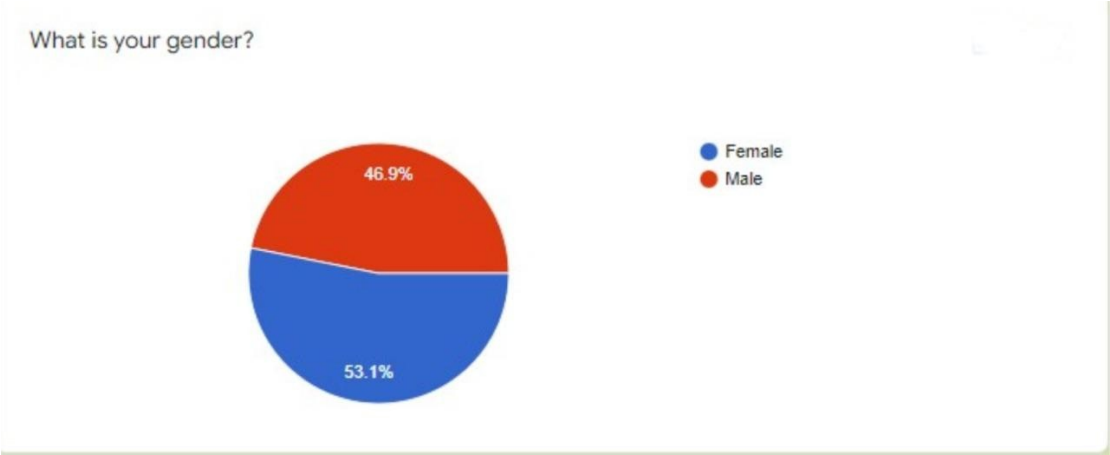


Interpretations

Asian Paint at 81.8% in Paint market Than 15 At Berger Paint company product whereas, there are 6.3% in where Indigo paint stand

Table 4.5 What is the Gender of the customer who is buying the Product of the company

s.no	Options	No. of respondents	Percentages (%)
1.	Female	531	53.1%
2.	Male	469	46.9%
	Total	**1000**	**100%**

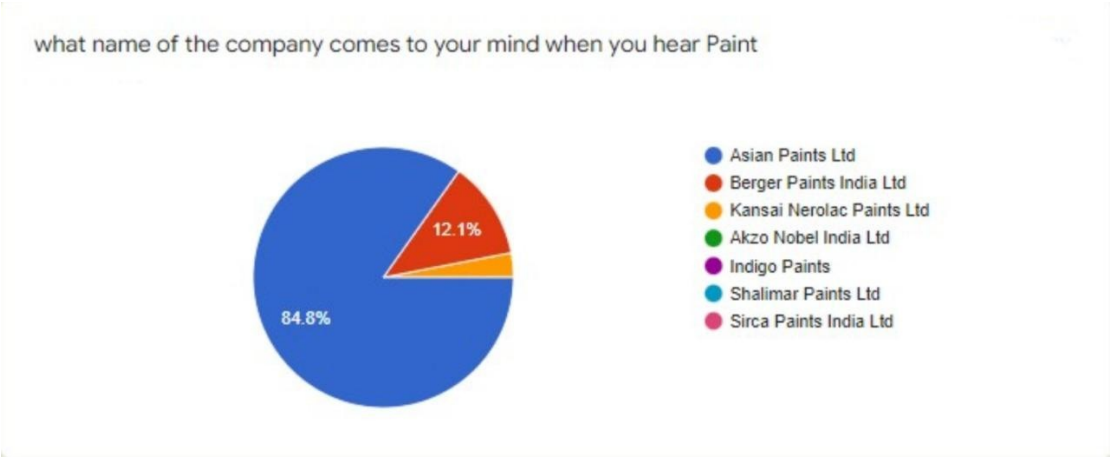


Interpretations

There are 53.1% in Paint market Female Buyer who engage in Painting while male Percentage is around 46.9%

Table 4.6 What name of the company comes to your mind when you hear Paint

s.no	Options	No. of respondents	Percentages (%)
1.	Asian paint	848	84.8%
2.	Berger Paint India ltd	121	12.1%
3	Kansal Nerolac paint ltd	31	3.1%
4	Akzon Nobel India ltd	0	0.0%
5	Indigo Paints	0	0.0%
6	Shalimar Paints	0	0.0%
7	Sirca Paint india ltd	0	0.0%
	Total	**1000**	**100%**

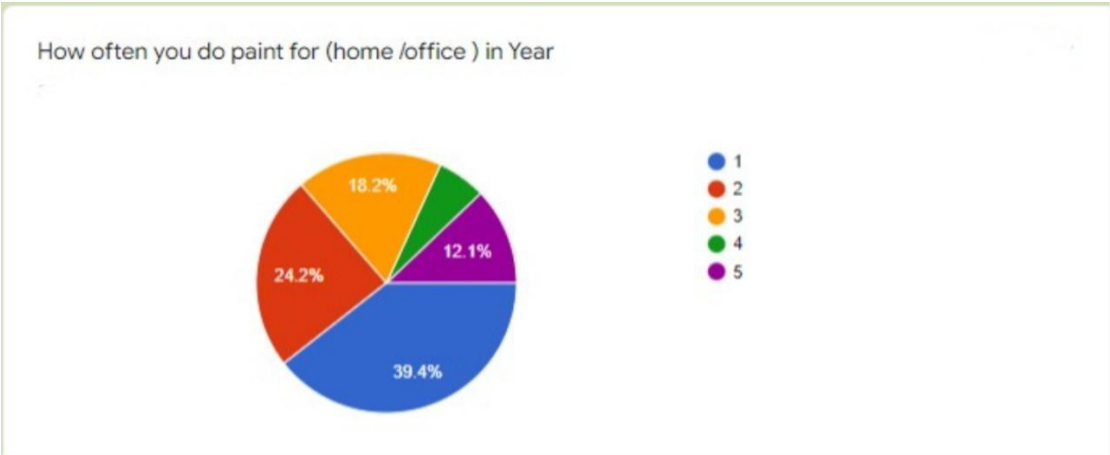


Interpretations

There are 84.8% in Paint market who Promote Asian Paint mean while there 12% in market who promote Berger Paint and Kansal Nerolac which was 3% Promoted

Table 4.7 How often you do paint for (home /office) in Year

s.no	Options	No. of respondents	Percentages (%)
1.	1	394	39.4%
2.	2	242	24.2%
3.	3	182	18.2%
4.	4	61	6.1%
5.	5	121	12.1%
	Total	**1000**	**100%**



Interpretations

There are at most 39.4% in Paint market who Do paint there Home One year, 24.2% twice a year, 18.2 who do paint there home or office 3time in year 6.1% people who do paint four time in year and 12.1% of the market people who do paint their office or home 5 time in year

Table 4.8 Which paint is easily available in your market place

s.no	Options	No. of respondents	Percentages (%)
1.	Asian paint	939	93.9%
2.	Berger Paint India ltd	61	6.1%

3	Kansal Nerolac paint ltd	0	0.0%
4	Akzon Nobel India ltd	0	0.0%
5	Indigo Paints	0	0.0%
6	Shalimar Paints	0	0.0%
7	Sirca Paint India ltd	0	0.0%
	Total	**1000**	**100%**

Interpretations

There are 93.9% people in Paint market people find easy to get the Asian paint while compare to other paint and 6.1% find easy to find

Table 4.9 which paint is more affordable price

s.no	Options	No. of respondents	Percentages (%)
1.	Asian paint	844	84.4%
2.	Berger Paint India ltd	31	3.1%
3	Kansal Nerolac Paint ltd	31	3.1%
4	Akzon Nobel India ltd	0	0.0%
5	Indigo Paints	63	6.3%
6	Shalimar Paints	31	3.1%
7	Sirca Paint India ltd	0	0.0%
	Total	**1000**	**100%**

Interpretations

There are 84.4% people find easy and affordable Asian paint in Paint market, followed by Berger Paint India ltd at 3.1%, Kansal Nerolac Paint ltd 3.1%, Indigo Paints 6.3% And Shalimar Paints at 3.1%

Table 4.10 Which paint company known for a quality

product

s.no	Options	No. of respondents	Percentages (%)
1.	Asian paint	848	84.8%
2.	Berger Paint India ltd	121	12.1%
3	Kansal Nerolac Paint ltd	0	0.0%
4	Akzon Nobel India ltd	0	0.0%
5	Indigo Paints	30	3.0%
6	Shalimar Paints	0	0.0%
7	Sirca Paint India ltd	0	0.0%
	Total	**1000**	**100%**

Interpretations

There are at most 84.8% people in Paint market who believe Asian Paint provide Best Quality product than After Berger Paint at 12.0% and Indigo paint 3.0%

CHAPTER-V

FINDINGS

From the data analysis and interpretation of the Asian paint data collected from survey camp

The Sales of Asian paint increased

The distubutional channel got improved

The insight for future sale and sales trends on Realtime

The Customer of Asian paint do DIY paint

People find easy to get Asian paint near to their market place easy and at good prize

SUGGESTIONS

As for the study the Result of the analysis will be differ as for time the product demand and sales insight and trend will be change so their error with sales forecast so they have taken into consideration of time and sessional sales data

LIMITATIONS OF THE STUDY

- The research was limited to the HYDERABAD Geographic.
- This project is limited to only one industry: i.e., Paint on that even this ASAIN PAINT in Indian Paint Market
- The Study is conducted for period of 45 days. within demographic bounder of Telangana Time period

CONCLUSION

Business analysis offers enormous potential and various opportunities to the Painting sector. It provides cost-effective, rapid and systematic provision of services to the customer. The efficient use of Business analysis has facilitated accurate and timely management of the increased transaction volumes of Painting Company which comes with larger customer base. Painting industry is greatly benefiting from Business intelligence (Business analysis) all over the world. According to this concept Paint company offer products and services as for request of the customer and study the Buying behaver with help of business analysis by using Business analysis and lower Cost to the product maintenance and manpower cost such Paint company are able to offer competitive pricing for their product and services as compared to traditional Paint company.

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